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2,33 1934
THE WILLIAM SIM
CARNATION CO., Inc.

SAUGUS, MASS.



makes a
SENSATIONAL
ANNOUNCEMENT
to the carnation-growing public



SIX NEW VARIETIES

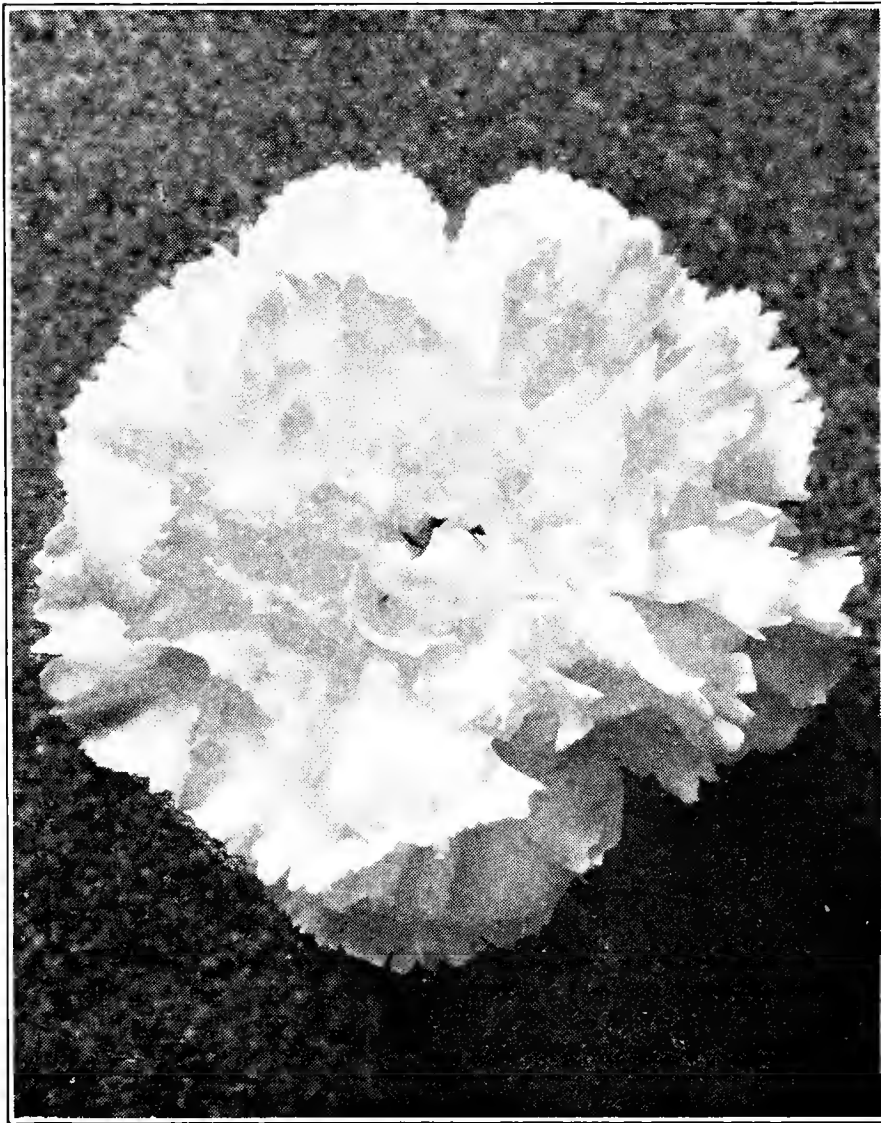
unrestricted

READY FOR
DISSEMINATION



*Our originations have won
thirty awards of merit*

OCEAN SPRAY



Superb, Pure White Carnation of Unexcelled Beauty and Quality
PERFECT FLOWERS ON STRONG STEMS WITH CALYXES WHICH DO NOT SPLIT
A TRIUMPH OF THE ART OF BREEDING

FOR over a quarter of a century the name of William Sim has been associated with the growing and breeding of fine flowers. His originations have been disseminated in every country where carnations are grown. He is recognized as an artist supreme in his field.



Today THE WILLIAM SIM CARNATION CO., INC. takes great pride and pleasure in offering to all growers of fine carnations the product of years of research and labor by this master—six new varieties, each unexcelled in its class. Each is a seedling which can receive no greater recommendation than that William Sim considers it amongst his best originations. We offer these new varieties unrestricted, believing that by so doing, although we may possibly forfeit a slight profit to ourselves, the industry as a whole will benefit.

Place your orders early.

OUR OFFERING AND PRICE LIST

OCEAN SPRAY—A new variety, pure white, perfectly-formed flowers with exceptionally sturdy stems and calyxes which do not split. A good grower, a remarkable keeper, and an excellent shipper. This is our outstanding offering: \$2.50 per dozen—\$12.50 per 100—\$100.00 per 1000.

BONANZA—A new variety filling a real need on the market and of which we are especially proud. It is a deep, rich yellow with slight red variegations. It is unusually prolific, is easily grown and propagated, and has every desirable quality: \$2.50 per dozen—\$12.50 per 100—\$100.00 per 1000.

LINDY LOU—A new variety of charming light pink, destined to become as famous as any in its class.
\$10.00 per 100—\$90.00 per 1000.

LUMINOSA—A new variety. An unusual flower, light orange profusely variegated with pink.
\$8.50 per 100—\$75.00 per 1000.

MY LOVE—(Patented). In its second big year. It needs no introduction to growers anywhere. An unsurpassed medium pink. A real bargain.
\$12.50 per 100—\$100.00 per 1000.

*Unrooted cuttings one half price.
The 1000 rate prevails on all orders of
250 or more cuttings—*

MARY E. SIM—A new variety. A large, beautifully-formed white flower with pink variegations.
\$10.00 per 100—\$90.00 per 1000.

LEGION—A new variety of lovely cerise coloring with the size, substance and productiveness to please the most critical grower.
\$10.00 per 100—\$90.00 per 1000.

IVORY—A white of recognized quality and commercial value.
\$4.50 per 100—\$35.00 per 1000.

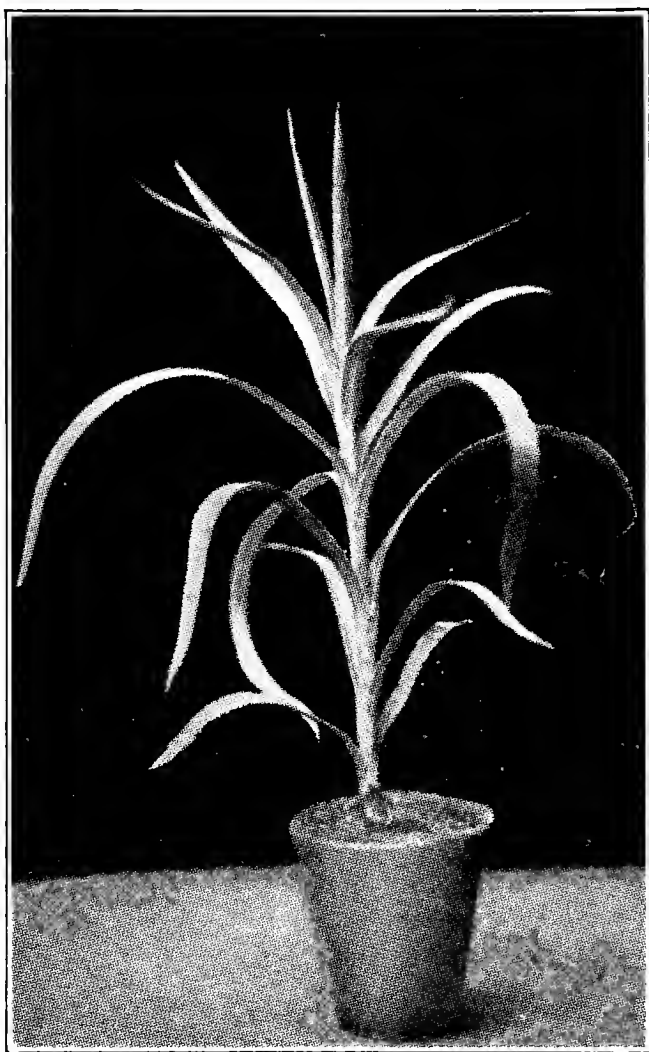
Special rate for more than 2000 cuttings.

Liberal terms may be arranged, on request, on all orders of more than \$50.00.

The WILLIAM SIM CARNATION CO., Inc.

SAUGUS, MASSACHUSETTS

FOR THE GARDEN



CARNATIONS IN POTS
READY TO TRANSPLANT

Write for particulars